



TECHNOLOGY BLUEPRINT 'SMART LUGGAGE'



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2.0 EXECUTIVE SUMMARY

There are many tips and tricks one needs to master before starting their traveling. One needs to know the tricks to pack their stuffs so it will not exceed the weight limit of airlines, tips to make sure they will not lose their belonging while traveling and more. It is such a hustle and one could not fully enjoy their journey as they worried a lot. In order to be able to cater those problems, a high technology and multifunctional luggage is being proposed. A luggage where it able to help users lessen their worries when traveling. The luggage is called Smart Luggage. After a lot of traveling done by myself, some problems that I came across made me inspired to innovate the existence luggage which could help me be more at ease.

The function of the luggage is still similar with any other luggage in the market plus with extra features which make it different from regular one. Usually, traveler needs to bring along extra devices which could help in securing their belonging. But with Smart Luggage, users will not need to worry about such things as they can easily get the access of their luggage through their smartphone. The main technology used in this product is Global Position System (GPS) where it will help in tracking both luggage and the user. Users able to keep in track of their luggage whereabouts and easily know the weight of the luggage while travelling with only connect the luggage's Bluetooth to the user's smartphone. Plus, the luggage can automatically move following the track of its owner as long as it connected.

The organization of Montech Enterprise consists of executive manager, administration manager, financial manager, marketing manager, assistant marketing manager and operational manager. Their roles are very important to ensure the company able to operate smoothly.

3.0 PRODUCT DESCRIPTION

The product to be produced and sold into the market is called the 'Smart Luggage'. The product will be built with extra features of technology differ from the usual luggage in the market nowadays. The Smart Luggage is created to cater with travelers' problem and increase the security of the users' belonging while they are on their way to their destination by applying some advanced technologies on the luggage.

In the market nowadays, there are many innovations of luggage created such as expandable luggage, backpack luggage and shelf luggage. Differ from the Smart Luggage where this product adds some technology features as the tools to increase the safety of user's belongings. It will lessen the travelers' worry of missing their valuable belongings during their journey. This product is created to go hand in hand with the development of technology.

Users able to track the location of their luggage, in case of it gone missing. The GPS tracker used on the luggage for tracking purpose also can be used as the direction for the luggage to move automatically following the user's smartphone whereabouts. Plus, with the weight scale attached in the luggage, the users will easily be notified the current luggage's weight and very useful if they are traveling by the airplane as there is weight limit. All of these acts can be done just a few clicks away using their smartphone as the application is connected by the Bluetooth function.

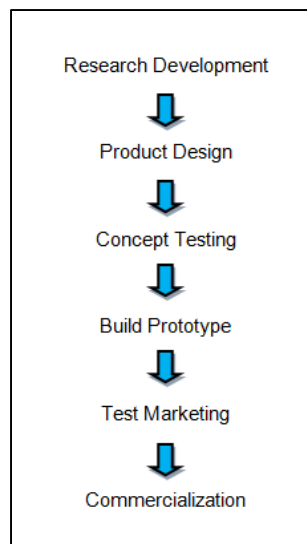


Figure 1: Steps in New Product Development

Research and development is a critical step in new product development. An introduction is a need of understanding the attitudes of customers towards a new technology. In the Montech Enterprise's production, the Smart Luggage is a new product that applying some modern technology features. The customers need to be able to understand and accept the new application on the luggage is safe to be used.

When designing the product, performance, reliability, safety in use, durability and special features must be taken into consideration. The Smart Luggage is created so it is easy to be used and easy to handle. This is what the creator has in mind while creating this luggage.

Concept testing is the initial test for the newest product design. It involved the process of using quantitative and qualitative methods to evaluate the consumers' responses of the product's idea prior to the introduction of the product to the market. After analyzing the responses, most of the respondents are highly agree to own the Smart Luggage and able to accept the ideas implied on the luggage.

A prototype is the first physical depiction model for a new product. After collected some comments and criticism, our company decides this design to the model of product. Test marketing is an experiment conducted in a field laboratory comprising of actual stores and real-life buying situations, without the buyers knowing they are participating in an evaluation exercise. Lastly, commercialization is the process of introducing a new product into the market. To let people, know about this existing new product, we promote them at social media like Facebook, Instagram, as well as opening booths at some targeted places.

As for a short term planning, Montech Enterprise focus on Kuala Lumpur as the state to distribute the product. The state has the highest population which will travel by airplane as compared to other states in Malaysia. It will easily increase the popularity of the Smart Luggage. Therefore, it will help to gain more customers in a long term planning as more people come to recognize the product. Montech Enterprise planned on expand the market size as time goes by and not only focusing in the country but also worldwide distribution.